

2/10/17 - Statement to the Utah Legislature

Amazing Earthfest, a 7-day festival in Kanab, features 35 events in outdoor discovery, arts, culture and learning. This thriving project is the largest public springtime festival of its kind in southern Utah. Former Kane County Tourism Director, Ken Gotzen-Berg, called Earthfest the best-run special event in the county.

Since its inception in 2007, Kane County has supported Amazing Earthfest, and welcomes its \$80,000 economic impact from out-of-state and out-of-county visitation. In ten years, attendance has increased 10-fold. Its variety of high quality programming provides exposure, education and opportunity to residents and visitors from more than 30 states who want to know more about southern Utah's natural beauty. Our desire is to sustain and increase this impact.

For the past five years Earthfest has produced high-caliber artistic performance events. Conductor and violist, Joel Rosenberg, a graduate of the Julliard School, has lead the Paradigm Trio in these concerts.

Now entering its eleventh year, the nonprofit Amazing Earthfest has the support of the Kane County Commission, Travel Council, local elected officials, State Director of Tourism Vicki Varela, and is a Utah Nonprofits Association member. Its diverse funding model includes state, county, city, foundation, local business and individual supporters.

Through hard work and dedication, a collaborative style, and persistence, Festival director Rich Csenge has earned community trust and created momentum for this valued economic development project.

Kane County, one of Utah's Economic Enterprise Zones, has a higher concentration of nearby National Parks and Monuments than any other region of the state, attracting visitors and tourists who contribute significantly to Utah's economic activity. Amazing Earthfest celebrates Kane County's natural wonders to enhance Utah's attractiveness as a world-class destination.

We ask for the support of the Utah Legislature in 2017 for Amazing Earthfest in the amount of \$30,000 to assist with event activity costs, contract services for capacity building, web and social media development and other in-state marketing and promotion to identify Kanab as an outstanding destination city in Utah and sustain Amazing Earthfest in Kanab into the future.

These are some impacts our dedicated team created in Kanab, Utah in 2016:

- Provided 53 unique educational and cultural programs to inspire, awaken and entertain.
- Featured and strategically partnered with 6 National Park, Forest, Monument, and BLM District Offices in Utah and northern Arizona.
- Engaged 35 volunteers who dedicated service, valued at \$57,725, enabled our team to leverage funds to maximize our impact.
- Enlisted 80 experienced, educated and passionate presenters from 25 organizations to provide exceptional programs and experiences to festival attendees.
- Attendance at Amazing Earthfest has increased 10-fold since inception in 2007 with nearly 1,966 attending all festival events in 2016.

Thank you very much for your attention and I will respond to any questions you may have.

Amazing Earthfest - 295 N. Main Street, Kanab, Utah 84741 – 435-644-3735 – www.AmazingEarthfest.org